

Innovation Adoption Forum for Industry and Public Sector

Co-Chairs:

Achim P. Karduck, Furtwangen University, Germany
Curtin University, Australia

O. Sinan Tumer, *Head International Research Policy, SAP Research*
SAP Labs Inc., USA



<http://sesar.dti.unimi.it/DEST2012>

The Forum explicitly focuses on the transfer/adoption of innovation into practice or reality. The “Innovation Adoption Forum” consists of distinguished presentations by the participants from academia, industry and public sector, followed by Panel Sessions.

1) Focus

Formation of Application-driven Research Clusters in the ICT sector to bring together leading private and public companies, independent software vendors, system integrators, technology vendors, and academic institutions in a network of groups can turn inventions much faster into innovations successfully in the global market. These user communities should form a collaborative ecosystem to stimulate co-innovation and the development of high-impact on business solutions.

At IEEE DEST 2010 in Dubai, the initiative on Innovation Adoption for the IEEE DEST Conference Series has been introduced. The Forum aims to bring together stakeholders from all areas of the collaborative ecosystem: industry, political leaders and the public, to debate the role of *ICT as a key enabler* for economic growth, social development and individual well-being. Our Keynotes, Panels and Sessions will tackle the multifaceted challenges from the various stakeholders’ perspectives:

- For the public sector: ensuring high-quality affordable healthcare to cope with the impacts of an ageing population, the fight against climate change, improving energy efficiency, fostering and developing sustainable communities, ensuring higher quality and better access to education, and being more effective in dealing with security threats.
- Forward-looking procurement strategies such as Living Labs and pre-commercial procurement can address these challenges by procuring R&D services that enables public and private procurers to share the risks and benefits of designing, prototyping and testing new products and services as Early Adaptors of new R&D enables them to drive innovation from the demand side.

2) Structure

The initial keynote presentation of Sinan Tumer - SAP Research, **Head of International Research Policy** – on “*Co-Innovation: Early Adopters Bridge the Gap between Research and Go-to-Market*” will introduce the context for The Forum.

The Forum is then structured into the following 3 sessions:

- I) Infrastructure Building: Co-Innovation in the Future of Energy
- II) Private Sector: Co-Innovation, Dissemination and Going to Market
- III) Public Sector: Co-Innovation in the Digital Asset Infrastructure for Research, Society and Business

The Forum explicitly focuses on the transfer/adoption of innovation into practice or reality.

Program 2012

Welcome and outline of “The Forum”



*Professor Achim P. Karduck, Furtwangen University, Germany
Curtin University, Australia*

I) **Infrastructure Building** **Focus: Co-Innovation in the Future of Energy**

1) **Professor Martin Przewloka**



*Senior Vice President - Global Head of Internet Applications & Services,
SAP Research, SAP AG, Germany*

Focus: SAP Flagship Initiative Business Web in the Digital Ecosystem

Martin Przewloka serves as Senior Vice President at SAP and is responsible for the Global SAP Research Program of Future Internet Applications and Services. During his tenure with SAP, Prof. Przewloka held various management roles. Previously, he was the Senior Vice President of Showroom & Trial Solutions as part of SAP Marketing; responsible world-wide for all SAP demo and presentation solutions, infrastructures, and services.

Formerly, Prof. Przewloka was responsible for several SAP industry solutions as well as for SAP ERP, the SAP flagship product. Prof. Przewloka is based at the SAP headquarters in Walldorf Germany, additionally, he holds university degrees in physics, economics, and medical science from the universities of Giessen/Germany, Geneva/Switzerland and Kaiserslautern/Germany. Furthermore, he holds a professorship in mathematics from the Technische Hochschule Mittelhessen/Germany and a professorship in computer sciences from the Provdadis School of International Management & Technology Frankfurt/Germany.

Within his keynote and in the context of The Forum, Martin Przewloka will exemplify the contributions of the SAP Flagship Initiative with respect to The Future of Energy.

2) **Dr. Martin Anda**



*Co-Director Environmental Engineering & Life
Murdoch University, Perth, Australia*

Focus: Sustainable development, governance and environmental technology in Urban Planning

Environmental engineer Dr Martin Anda is an expert in liquid and solid waste recycling, and energy efficiency in buildings and human settlements.

He says that if only 10 per cent of Perth's homes were eco-renovated with insulation and solar panels, the equivalent of one new coal or gas-fired power station could be saved and demand reduced on existing ones.

Dr Anda's research through the Environmental Technology Centre and Remote Area Developments Group is linked to the Desert Knowledge Cooperative Research Centre, the Sustainable Tourism CRC, Environmental Biotechnology CRC and the Australian Housing and Urban Research Institute.

The Environmental Technology Centre occupies a 1.7 hectare site on the Murdoch University campus at which over fifty environmental technologies have been combined to form an integrated demonstration system. The technologies used and researched at the site include climate-sensible buildings, renewable energy systems for power supply and water pumping, aquaculture systems, organic waste management, and permaculture. The ETC's focus is on small-scale environmental technologies, which are low-cost, robust, efficient, and easy to operate and maintain. The approach of ETC is highly applicable to communities in developing countries, as well as to urban communities worldwide, particularly when applied in collaboration with industry and government

II) **Private Sector**

Focus: Co-Innovation, Dissemination and Going to Market

1) **O. Sinan Tumer**



*Head International Research Policy, SAP Research
SAP Labs Inc., USA*

Focus: Closing the Gap Between Research and the Market: Co-Innovation Through Public and Private Partnerships

Sinan Tumer is responsible for managing international research policies at SAP Research with special emphasis on innovation deployment and adoption programs. He is assessing various instruments from the European Commission and US Federal Government for collaborations with the Public Sector, like pre-commercial public procurement (PCP), technology procurement (TP) and public procurement of innovation (PPI).

Previously as the Director of Operations at SAP Research, he was responsible for operations of SAP Research centers around the globe. As part of his responsibilities, his research Project Management Office (PMO) established and maintained end-to-end research processes to provide consistent approaches among research projects, which included research projects management infrastructure, assessment of operational risks and development of methods in managing publicly co-funded research projects.

Sinan joined SAP in 1991 at SAP America in Philadelphia. Before transferring to SAP's global research senior management team in 2000, he held various management positions at SAP America as the Consulting Director of the North East region of USA and as the Partner Alliance Director. Prior to his career at SAP, he had held various IT management positions, eight years as Systems Integration consulting at Andersen Consulting and Price Waterhouse, as well as Information Systems management positions at leading consumer products companies Sunmark, subsidiary of Nestle, and Ralston Purina in St. Louis Missouri for six years.

Sinan holds Masters degree in Systems Engineering and Master of Science degree in Computer Sciences, both from Georgia Institute of Technology, Atlanta Georgia USA.

2) **Professor Ernesto Damiani, Dr. Paolo Ceravolo**



*SESAR Lab - Dipartimento di Informatica,
Università degli Studi di Milano, Italy*

**Focus: The Innovation Engine for Team Building –
The EU Aristotele Approach**

Professor Ernesto Damiani is a full professor at the department of information technology of the University of Milan, Italy. He has held visiting positions at several international institutions, including George Mason University (USA), and is an adjunct professor at Curtin University, (Australia). Prof. Damiani coordinates several research projects funded by the Italian ministry of research, the European commission and by a number of private companies including CISCO, ST Microelectronics, Siemens Mobile and BT. His research interests include knowledge extraction and metadata design, advanced software architectures and soft computing. On these topics he has filed international patents and published more than 200 refereed papers in international journals and conferences. Ernesto Damiani is the vice-chair of the ifip wg on web semantics (wg 2.12) and the secretary of the ifip wg on open source systems (wg 2.13). In 2000, he was the recipient of acm sigapp outstanding service award.

Dr. Paolo Ceravolo is assistant professor at the same department. His research interests include ontology-based knowledge extraction and management, process measurement, semantic web technologies, emergent process applied to semantics, uncertain knowledge and soft computing. On these topics he has published several scientific papers and book chapters. 6 He is involved in the organization of different conferences such as: innovation in knowledge-based & intelligent engineering systems (KES), IEEE/IES conference on digital ecosystems and technologies (IEEE-DEST), knowledge management in organizations (KMO). Since 2008 he is secretary of the IFIP 2.6 working group on database semantics.

3) **Professor Fritz Steimer**



Furtwangen University, Germany

Focus: Infrastructure Building

Professor Emeritus Fritz Steimer has been instrumental in establishing Digital Media as a study discipline in Germany, reaching back to 1990. Thus, he has been pioneering this field probably in Europe, establishing the first degree program of it's kind. He hold responsible positions in the German Computer Industry, being as an Engineer by education responsible for the International Marketing as well. During those "pioneering days", he was a member of the expert commission New Media of Baden-Württemberg, under the lead of the prime minister Lothar Späth. In 1987, he was appointed as Professor for Information Systems. In 2003, he received the teaching award of the country of Baden-Württemberg. He has been heading a Steinbeis Technology Transfer Center and is consulting the government and companies on the adoption of network infrastructures and the enabled services, e.g. for online marketing.

III) **Public Sector**

Focus: Co-Innovation in the Digital Asset Infrastructure for Research, Society and Business

1) **Professor Liu Jie**



*Fudan University
Business School, Information Systems
Shanghai, China*

Focus: Application Mode of Electronic Collaborative R&D Platform - A Study based on Shanghai R&D Public Service Platform

Professor Liu Jie is a Professor at School of Management, Fudan University. He also is a part-time Professor of School of Economics and Management of Tongji University, and Honorary Professor of the Faculty of Business and Economics of Hong Kong University. Prior to that, he was Director of MBA Program, and Director of Department of Management Science and Engineering - Tongji University. From 1995 through 1998 he worked in TJST (listed company 600846) as executive Vice General Manager. In 2001, he worked as a senior visiting scholar at ENPC in Paris for six months, sponsored by China Scholarship Council.

Dr. LIU Jie's teaching, research and consulting interests are in Management Information Systems (MIS) and Electronic Commerce (EC). He has published three books in Beijing, and over fifty articles in leading journals and conference proceedings.

2) **Dr. Mark Hedges**



King's College, London, UK
Director of Center for e-Research

Focus: Digital Assets and e-Research

Mark is Director and Head of Research at the Centre for e-Research, and leads a number of research projects in his fields of interest, as well as teaching on the MA Digital Asset Management. Before CeRch, he was Technical Director of the Arts and Humanities Data Service, an AHRC-funded body dedicated to facilitating ICT applications within UK arts and humanities research, as well as maintaining a preservation repository of research outputs. Prior to becoming involved in e-Research, Mark worked for 17 years in the software industry, so in addition to his research interests he has extensive experience of turning ideas and technologies into production systems that fulfil real world requirements in demanding environments. His original background was in mathematics and philosophy – he has a PhD in mathematics – and, more recently, in Byzantine studies.

3) **Dr. Amadou Sienou**



Abamix Business Engineering, Germany

Focus: Sustainable Development and Process Management

Dr. Amadou Sienou has an extensive consultancy expertise for the largest enterprises in the area of Enterprise Risk Management and Systems Integration. He received his Ph.D. from the Grand Ecole EMAC in France, and his M.Sc. in Digital Media from Furtwangen University. Early 2012, he received the highest national award from Burkina Faso with the National Knight Award for his contributions on Sustainable Development projects in Burkina Faso. Dr. Sienou is chair of the Bona (www.bona-ev.org), the German-Burkinafaso Organization for Sustainable Development. In 2012, he organized at the KPMG Stuttgart headquarter of KPMG the Sustainability Conference Burkina-Faso, with high-level stakeholders from society, politics, and industry involved.

4) **Professor Margaret Tan**



*Nanyang Technological University (NTU), Singapore
Deputy Director of Singapore Internet Research Center (SIRC)*

Focus: ICT Implementation and Organisational Impact, Electronic Trust and Governance, E-Government

Prior to joining NTU, Dr Margaret Tan taught at the National University of Singapore. She was actively involved in many professional and academic activities, conferences, and serving various editorial boards of journal and conference publications. Currently, she teaches in the Information Studies, Knowledge Management and Media Management programmes.

Dr Tan pioneered various research projects in the adoption and implementation of the Internet and infrastructure locally as well as internationally. Her current research interests focus on understanding organisational impacts on the deployment of Internet technologies, particularly on electronic security, trust and governance, privacy and data protection policies.

5) **Dr. David A. McMeekin**



*Curtin University, Australia
Senior Research Fellow | Department of Spatial Sciences*

Focus: Spatially Enabling Australia and New Zealand

Dr. David A. McMeekin is a Senior Research Fellow working on Program 3 for the Cooperative Research Centre for Spatial Information (CRCSI). He is based at Curtin University in Perth. The research that Dr. McMeekin is involved with will be used to underpin much of the development of the CRCSI's research strategy for Australia and New Zealand's spatial data infrastructures. This strategy is currently being endorsed by key sectors. The vision is to deliver the value of spatial information to national decision makers through end-user ready spatial infrastructures. Program 3 offers Australia and New Zealand the opportunity to harness government information infrastructure investment, industry partner expertise, coupled with this world leading research to deliver the benefits of spatial awareness.

Final Panel

Results of The Forum 2012 and Directions for IEEE DEST-CEE 2013

Innovation Adoption in the Global Context

Moderation: Professor Achim Karduck

